

**Subject:** Re: Creative PR Agencies // Branding Refresh  
**From:** "Baker, Arley" <ABaker@portla.org>  
**Date:** 12/04/2017 06:31 AM  
**To:** Jonathan Williams <jwilliams@labattleship.com>  
**CC:** Lorena Parker <lparker@sanpedrobid.com>, Greg Morena <greg@thealbright.com>, Monica Simpson <msimpson@sanpedrobid.com>

I think a presentation from our ad agency, Sensis, at the Dec 20 committee meeting would help inform our considerations with regard to a scope of work for the agency we bring on-board.

What I really want to ensure is that the two advertising programs work hand-in-hand and that we get the best bang for our buck in terms of advertising reach/frequency.

Respectfully,

Arley Baker  
Senior Communications Director  
Port of Los Angeles

310-732-3093  
[abaker@portla.org](mailto:abaker@portla.org)

On Dec 1, 2017, at 4:09 PM, Jonathan Williams <[jwilliams@labattleship.com](mailto:jwilliams@labattleship.com)> wrote:

I have also discussed with Arley to have their firm do a presentation on what they are doing at one of the next committee meetings. Should we hold off until we find a firm?

I recall from the committee conversation that we are not necessarily looking for collateral or any of the such in this first run.

I believe we are looking at them for high level public facing slogan / messaging in phase 1. They would look at the assets, speak to some of the knowledgeable stakeholders with targeted questions, review online information on the area, possibly survey visitors on a busy day, and then with the data drill down the overarching message / look and feel of what the district is. Once we have this identified, then we would go into a phase 2. I envision phase 2 being separate and would be how we implement. This would probably be more in your world and also utilize internal personnel.

On Fri, Dec 1, 2017 at 3:12 PM, Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)> wrote:

Good afternoon,

In preparation for our board meeting, Monica has researched some creative PR firms. See below.

How do you want to proceed? Do a few of you want to interview them?

Let me know.

Kind regards,

Lorena Parker  
*Executive Director*  
*San Pedro Property Owners' Alliance*  
**San Pedro Historic Waterfront  
Business Improvement District**  
[390 W. 7th Street | San Pedro, CA 90731](http://390.W.7thStreet|SanPedro,CA90731)  
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)  
[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)  
[www.sanpedrobid.com](http://www.sanpedrobid.com)

----- Forwarded message -----

From: **Monica Simpson** <[msimpson@sanpedrobid.com](mailto:msimpson@sanpedrobid.com)>  
Date: Wed, Nov 29, 2017 at 9:15 PM  
Subject: Creative PR Agencies // Branding Refresh  
To: Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)>

Hi Lorena!

Agency Suggestions for Brand/Website Refresh & Logo Design:

First steps: determine exact needs (example: new Logo, new website, branding slogan, collateral, brochures...etc).

Next steps: schedule agency consultation and get quotes once scope of work is outlined.

Here's a few I recommend depending on budget:

**Eat.Work.Sleep.**

Location: El Segundo, CA  
Clients have included: Kia & Mattel  
<https://www.eatsleepwork.com/>  
Budget: \$2500\*

**David & Goliath**

Location: El Segundo, CA

Clients have included: California Lottery, KIA

<http://www.dng.com/>

Budget: \$3500+\*

**Isadora Digital Agency**

Location: Manhattan Beach, CA

<http://isadoradigitalagency.com/web-experiences>

(Services include entire web eco-systems)

Budget: \$2k-\$5k\*

**Six Degrees LA**

Location: Miracle Mile (LA)

(Most experience in Restaurant/Hospitality but have done other brands).

They have a very fun and fresh approach. I think they would be up for the challenge!

<http://sixdegreesla.com/>

**\*All dollar prices are estimates based on tentative scope of work, these are not official quotes from agencies.**

**Let me know if you have any questions! Talk soon!**

--

Kind Regards,

Jonathan Williams

President & CEO

\*Pacific Battleship Center\*

Battleship IOWA Museum

Office/Fax: 877-446-9261 ext. 709

Website: [www.pacificbattleship.com](http://www.pacificbattleship.com)

Facebook: <http://www.facebook.com/pacificbattleship>

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